

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: R.D. Ellis et al. Attorney Docket No.: 130081
Application No.: 09/998901 Art Unit: 3622 / Confirmation No.: 4144
Filed: November 29, 2001 Examiner: M. Bekerman
Title: METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING
ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS

AMENDMENT AFTER NON-FINAL REJECTION

Seattle, Washington 98101

June 17, 2009

TO THE COMMISSIONER FOR PATENTS:

INTRODUCTORY COMMENTS

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

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